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In the Application of:  
Skillen et al.

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For: AN ASSOCIATIVE SEARCH ENGINE

§ Group Art Unit: 2776  
§ Examiner: David Yiuk Jung  
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RESPONSE TO OFFICE ACTION

Commissioner of Patents and Trademarks  
Washington, D.C. 20231

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APR 11 2003

Technology Center 2100

Dear Sir:

Applicants hereby respond to the Office Action mailed December 3, 2002 and respectfully requests entry of the following amendments and consideration of the remarks presented herein. Attached hereto is a Petition for a two-month extension of time and the requisite petition fee, thereby extending the response date to April 3, 2003. Amendments presented herein are being made according to the Revised Amendment Format 37 C.F.R. 1.121.

In the claims:

sub 7  
B1 1. (original) A method of providing advertisements to a user searching for desired information within a data network, comprising the steps of:

receiving, from the user, a search request including a search argument corresponding to the desired information;

5 searching, based upon the received search argument, a first database having data network related information to generate search results;

A1 correlating the received search argument to a particular advertisement in a second database having advertisement related information; and

10 providing the search results together with the particular advertisement to the user.

2. (original) A method as claimed in claim 1, wherein the step of correlating the received search argument to the particular advertisement including selecting the particular advertisement based on the received search argument and user profile data.

15 3. (original) A method as claimed in claim 2, wherein the user profile data includes selections of the user from previous search arguments.

4. (original) A method as claimed in claim 3, wherein the user profile data includes selections of the user from previous search results.

20 5. (original) A method as claimed in claim 4, wherein the user profile data includes user specified preferences.

6. (original) A method as claimed in claim 1, wherein the step of providing the search results and the particular advertisement to the user includes displaying the search results as a page on a data processing device and the particular advertisement as an insert on the page.

5 7. (original) A method of searching for desired information within a data network, comprising the steps of:

receiving, from a user, a search request including a search argument corresponding to the desired information;

searching, based upon the received search argument and user profile data, a database of information to generate a search result; and

providing the search results to the user.

8. (original) A method as claimed in claim 7, wherein searching the database includes correlating, as a function of a fuzzy logic algorithm, the received search argument and user profile data to particular information in the database, and providing the particular information as the search results.

9. (original) A system for providing advertisements to a user searching for desired information within a data network, comprising:

means for receiving, from the user a search request including a search argument corresponding to the desired information;

means for searching, based upon the received search argument, a first database having data network related information to generate search results;

means for correlating the received search argument to a particular advertisement in a second database having advertisement related information; and

means for providing the search results together with the particular advertisement to the user.

5

10. (original) A system for searching for desired information within a data network, comprising:

means for receiving, from a user, a search request including a search argument corresponding to the desired information;

10 means for searching based upon the received search argument and user profile data, a database of information to generate a search result; and

means for providing the search results to the user.

11. (original) A method of providing advertisements to a user searching for desired information within a data network, comprising the steps of:

15 receiving, at a server, a search request sent from a user, the search request including a search argument corresponding to the desired information;

20 searching, by the server computer based upon the received search argument, a first database to generate search results, the first database having data network related information and being contained on the server computer;

correlating the received search argument to a particular advertisement in a second database having advertisement related information, the second database contained on a client computer; and

providing the search results together with the particular advertisement to the user.

12. (original) A method as claimed in claim 11, wherein the step of correlating the received search argument to the particular advertisement includes selecting the particular advertisement based on the received search argument and user profile data.

13. (original) A method as claimed in claim 12, wherein the user profile data is based partially upon previous search arguments of the user.

14. (original) A method as claimed in claim 13, wherein the user profile data is based partially upon previous search results for the user.

15. (original) A method as claimed in claim 14, wherein the user profile data includes user specified preferences.

16. (original) A method as claimed in claim 11, wherein the step of providing the search results and the particular advertisement to the user includes displaying the search results as a page on a data processing device and the particular advertisement as an insert on the page.

17. (original) A method as claimed in claim 11, wherein the step of correlating the received search argument to a particular advertisement in the second database is performed by the client computer.

18. (original) A method as claimed in claim 11, wherein:

the server computer is a database search engine computer; and  
the client computer is an access provider computer.

19. (original) A method as claimed in claim 11, wherein:

the server computer is a database search engine computer; and  
the client computer is an associate search engine computer.

Claims 20-28 (cancelled)

29. (original) A method for providing search results to a user that correspond to  
desired information within a data network, the method comprising the steps of:

receiving, from the user, a search request that includes a search argument  
corresponding to the desired information;

searching, based upon the received search argument, a database having data  
network related information to generate search results;

retrieving user profile data for the user;

re-prioritizing the search results based upon the user profile data to produce re-  
prioritized search results; and

providing the re-prioritized search results to the user.

30. (original) A method as claimed in claim 29, further comprising:

updating the user profile data;

re-prioritizing the search results again to produce again re-prioritized search

results; and

providing the again re-prioritized search results to the user.

31. (original) A method as claimed in claim 29, further comprising updating the user  
5 profile data based upon the search argument.

32. (original) A method as claimed in claim 29, further comprising updating the user  
profile data based upon the search results.

10 33. (original) A method as claimed in claim 29, wherein the user profile data is  
selected from the group consisting of social data, family data, political data, technological data,  
geographical data, environmental data and educational data.

15 34. (original) A method as claimed in claim 29, further comprising updating of the  
user profile data by the user.

35. (original) A method as claimed in claim 29, wherein the user profile data includes  
a type of computer employed by the user.

20 36. (original) A method for providing search results to a user that correspond to  
desired information within a data network, the method comprising the steps of:

receiving, from the user, a search request that includes a search argument  
corresponding to the desired information;

retrieving user profile data for the user;

creating a modified search argument based upon the user profile data and the search argument;

searching, based upon the modified search argument, a database having data network related information to generate search results; and

5 providing the search results to the user.

37. (original) A method as claimed in claim 36, further comprising:

correlating the modified search argument to a particular advertisement in a second database having advertisement related information; and

10 providing the particular advertisement together with the search results to the user.

38. (original) A method as claimed in claim 36, further comprising:

correlating the user profile data to a particular advertisement in a second database having advertisement related information; and

15 providing the particular advertisement together with the search results to the user.

39. (original) A method as claimed in claim 36, further comprising updating the user profile data based upon the search results.

20 40. (original) A method as claimed in claim 36, wherein the user profile data is selected from the group consisting of social data, family data, political data, technological data, geographical data, environmental data and educational data.



41. (original) A method for providing search results to a user that correspond to desired information within a data network, the method comprising the steps of:

receiving, from the user, a search request that includes a search argument corresponding to the desired information;

5 retrieving user profile data for the user;

determining a particular database to search based upon the user profile data, the particular database having network related information relating to the user profile data;

searching, based upon the search argument, the particular database to generate search results; and

10 providing the search results to the user.

42. (original) A method as claimed in claim 41, further comprising:

correlating the search argument to a particular advertisement in a second database having advertisement related information; and

15 providing the particular advertisement together with the search results to the user.

43. (original) A method as claimed in claim 41, further comprising:

correlating the user profile data to a particular advertisement in a second database having advertisement related information; and

20 providing the particular advertisement together with the search results to the user.

44. (original) A method as claimed in claim 41, further comprising updating the user profile data based upon the search results.

45. (original) A method as claimed in claim 41, wherein the user profile data is selected from the group consisting of social data, family data, political data, technological data, geographical data, environmental data and educational data.

5 46. (original) A method for presenting advertisements to a user accessing a data network via an end user device, the method comprising the steps of:

transmitting a plurality of advertisements to the user via the end user device;

10 for each of the plurality of advertisements presented to the user via the user device, recording an environment within which the advertisement was presented;

for each of the plurality of advertisements transmitted to the user via the user device, determining whether the advertisement was successful; and

altering the environment of subsequent advertisements transmitted to the user via the user device based upon the environment of prior successful advertisements.

15 47. (original) A method as claimed in claim 46, wherein the environment is presented within a browser.

20 48. (original) A method as claimed in claim 46, wherein altering the environment of subsequent advertisements transmitted to the user includes incorporating common elements of prior successful advertisements.

49. (original) A method for presenting advertisements to a user accessing a data network via an end user device, the method comprising the steps of:

receiving a plurality of advertisements at the end user device;

presenting the plurality of advertisements to the user at the end user device, each  
5 of the plurality of advertisements presented in a particular respective environment;

for each of the plurality of advertisements presented to the user at the user device,  
recording the environment within which the advertisement was presented;

for each of the plurality of advertisements presented to the user at the user device,  
determining whether the advertisement was successful;

10 altering the environment of a subsequent advertisement received at the end use  
device based upon the environment of prior successful advertisements; and

presenting the subsequent advertisement to the user with an altered environment.

50. (original) A method as claimed in claim 49, wherein the environment is presented  
15 within a browser.

51. (original) A method as claimed in claim 49, wherein altering the environment of  
subsequent advertisements presented to the user includes incorporating common elements of  
prior successful advertisements.

20 52. (original) A method as claimed in claim 49, further comprising providing  
feedback to a source of the advertisements regarding elements of prior successful  
advertisements.

53. (original) A method for providing search results to a user that correspond to desired information within a data network, the method comprising the steps of:

receiving, from the user, a search request that includes a search argument  
5 corresponding to the desired information;

retrieving user profile data for the user;

searching, based upon the search argument, a database having data network related information to generate search results;

creating an enhanced presentation environment for the user based upon the user  
10 profile data; and

providing the search results to the user within the enhanced presentation environment.

54. (original) A method as claimed in claim 53, wherein the enhanced presentation  
15 environment includes aural enhancements.

55. (original) A method as claimed in claim 53, wherein the enhanced presentation environment includes textual enhancements.

20 56. (original) A method as claimed in claim 53, wherein the enhanced presentation environment includes anecdotal enhancements.

57. (original) A method as claimed in claim 53, further comprising modifying the user profile data based upon user feedback relating to the enhanced presentation environment.

58. (original) A method for providing advertisements to a user searching for desired information within a data network, the method comprising the steps of:

receiving, from the user, a search request including a search argument corresponding to the desired information;

searching, based upon the received search argument, a first database having data network related information to generate search results;

10 correlating the received search argument to a particular advertisement in a second database having advertisement related information;

providing the search results together with the particular advertisement to the user;

determining whether the advertisement was successful; and

15 altering criteria for subsequent correlations of received search arguments to the second database.

59. (original) A method as claimed in claim 58, wherein the step of correlating the received search argument to the particular advertisement includes selecting the particular advertisement based on the received search argument and user profile data.

20 60. (original) A method as claimed in claim 59, wherein the user profile data includes selections of the user from previous search arguments.

61. (original) A method as claimed in claim 60, wherein the user profile data includes selections of the user from previous search results.

62. (original) A method as claimed in claim 61, wherein the user profile data includes  
5 user specified preferences.

63. (original) A method as claimed in claim 58, wherein the step of providing the search results and the particular advertisement to the user includes displaying the search results as a page on a data processing device and the particular advertisement as an insert on the page.

64. (original) A method for providing advertisements to a user searching for desired information within a data network, the method comprising the steps of:

receiving, from the user, a search request including a search argument corresponding to the desired information;

15 searching, based upon the received search argument, a first database having data network related information to generate search results;

correlating the received search argument to a particular advertisement in a second database having advertisement related information;

providing the search results together with the particular advertisement to the user;

20 determining that the advertisement was successful; and

tracking a toll due by an associated seller.

65. (original) A method as claimed in claim 64, wherein the environment is presented

within a browser.

66. (original) A method as claimed in claim 64, wherein the advertisement includes a link to the associated seller.

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67. (original) A method as claimed in claim 66, wherein the toll is tracked when the user implements the link to the associated seller.

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68. (original) A method as claimed in claim 66, wherein the toll is tracked when the user makes a purchase.

69. (original) A method for providing advertisements to a user searching for desired information within a data network, the method comprising the steps of:

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receiving, from the user, a search request including a search argument corresponding to the desired information;

searching, based upon the received search argument, a first database having data network related information to generate search results;

correlating the received search argument to a particular advertisement in a second database having advertisement related information;

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providing the search results together with the particular advertisement to the user;  
receiving feedback regarding whether the advertisement was successful; and  
dynamically altering relational preferences for subsequent correlations of received search arguments to the second database.

70. (original) A method as claimed in claim 69, wherein the step of correlating the received search argument to the particular advertisement includes selecting the particular advertisement based on the received search argument and user profile data.

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71. (original) A method as claimed in claim 70, wherein the user profile data includes selections of the user from previous search arguments.

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72. (original) A method as claimed in claim 71, wherein the user profile data includes selections of the user from previous search results.

73. (original) A method as claimed in claim 72, wherein the user profile data includes user specified preferences.

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74. (original) A method as claimed in claim 69, wherein the step of providing the search results and the particular advertisement to the user includes displaying the search results as a page on a data processing device and the particular advertisement as an insert on the page.

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75. (original) An advertising machine for providing advertisements to a user searching for desired information within a data network, the advertising machine comprising:

a server computer coupled to the data network that receives a search request from the user, the search request including a search argument corresponding to the desired information;



a database search engine coupled to the server computer that receives the search argument from the server computer and searches a first database to generate search results, the first database having data network related information and being contained on the server computer;

5 an associative search engine coupled to the server computer that correlates the received search argument to a particular advertisement in a second database having advertisement related information, the second database contained on a client computer; and

the server computer providing the search results together with the particular advertisement to the user.

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A 76. (original) The advertising machine of claim 75, wherein the associative search engine selects the particular advertisement based on the received search argument and user profile data.

15 77. (original) The advertising machine of claim 76, wherein the user profile data is based partially upon previous search arguments of the user.

78. (original) The advertising machine of claim 76, wherein the user profile data is based partially upon previous search results for the user.

20 79. (original) The advertising machine of claim 76, wherein the user profile data includes user specified preferences.

Claims 80-85 (canceled)

86. (original) A search engine for providing search results to a user that correspond to desired information within a data network, the search engine comprising:

5 a server computer coupled to the data network that receives, from the user, a search request that includes a search argument corresponding to the desired information;

a database search engine coupled to the server computer that searches, based upon the received search argument, a contextual database having data network related information to generate search results;

the server computer retrieves user profile data for the user;

10 the server computer re-prioritizes the search results based upon the user profile data to produce re-prioritized search results; and

the server computer provides the re-prioritized search results to the user.

87. (original) The search engine of claim 86, wherein:

15 the server computer updates the user profile data;

the server computer re-prioritizes the search results again to produce again re-prioritized search results; and

the server computer provides the again re-prioritized search results to the user.

20 88. (original) The search engine of claim 87, wherein the server computer updates the user profile data based upon the search argument.

89. (original) The search engine of claim 87, wherein the server computer updates the user profile data based upon the search results.

90. (original) The search engine of claim 87, wherein the user updates the user profile data.

91. (original) A search engine for providing search results to a user that correspond to desired information within a data network, the search engine comprising:

a server computer coupled to the data network that receives, from the user, a search request that includes a search argument corresponding to the desired information;

the server computer retrieves user profile data for the user;

the server computer creates a modified search argument based upon the user profile data and the search argument;

a database search engine coupled to the server computer that searches, based upon the modified search argument, a database having data network related information to generate

search results; and

the server provides the search results to the user.

92. (original) The search engine of claim 91, further comprising:

an associative search engine coupled to the server computer that correlates the modified search argument to a particular advertisement in a second database having advertisement related information; and

the server computer provides the particular advertisement together with the search results to the user.

93. (original) The search engine of claim 91, further comprising:

an associative search engine coupled to the server computer that correlates the user profile data to a particular advertisement in a second database having advertisement related information; and

the server computer provides the particular advertisement together with the search results to the user.

94. (original) A search engine for providing search results to a user that correspond to desired information within a data network, the search engine comprising:

a server computer coupled to the data network that receives a search request from the user, the search request including a search argument corresponding to the desired information;

the server computer retrieves user profile data for the user;

an associative search engine coupled to the server computer that determines a particular database to search based upon the user profile data, the particular database having network related information relating to the user profile data;

a database search engine coupled to the server computer that searches, based upon the search argument, the particular database to generate search results; and

the server computer provides the search results to the user.

95. (original) The search engine of claim 94, wherein:  
the associative search engine further correlates the search argument to a particular advertisement in a second database having advertisement related information; and  
the server computer provides the particular advertisement together with the search  
5 results to the user.

96. (original) The search engine of claim 94, wherein:  
the associative search engine further correlates the user profile data to a particular advertisement in a second database having advertisement related information; and  
10 the server computer providing the particular advertisement together with the search results to the user.

97. (original) An advertising machine coupled to a data network for providing advertisements to a user, the advertising machine comprising:

15 a server computer coupled to the data network that transmits a plurality of advertisements to the user via the data network and an end user device;

the server computer, for each of the plurality of advertisements presented to the user via the user device, records an environment within which the advertisement was presented;

20 the server computer, for each of the plurality of advertisements transmitted to the user via the user device, determines whether the advertisement was successful; and

the server computer altering the environment of subsequent advertisements transmitted to the user via the data network and the user device based upon the environment of prior successful advertisements.

98. (original) The advertising machine of claim 97, wherein, in altering the environment of subsequent advertisements transmitted to the user, the server computer incorporates common elements of prior successful advertisements.

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99. (original) An end user device that couples to a data network and that presents advertisements to a user, the end user device comprising:

a data network interface that couples to the data network and receives a plurality of advertisements at the end user device;

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a processor that couples to the data network interface;

a display coupled to the processor and the data network interface upon which the plurality of advertisements are presented to the user, each of the plurality of advertisements presented in a particular respective environment;

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the processor, after each of the plurality of advertisements presented to the user at the user device, recording the environment within which the advertisement was presented;

the processor, for each of the plurality of advertisements presented to the user at the user device, determining whether the advertisement was successful;

the processor altering the environment of a subsequent advertisement based upon the environment of prior successful advertisements; and

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the display presenting the subsequent advertisement to the user with an altered environment.

100. (original) The end user device of claim 99, wherein the environment is presented

within a browser.

101. (original) The end user device of claim 99, wherein the processor alters the environment of subsequent advertisements presented to the user by incorporating common  
5 elements of prior successful advertisements.

102. (original) The end user device of claim 99, wherein the processor provides feedback to a source of the advertisements via the data network interface regarding elements of prior successful advertisements.

103. (original) A search engine for providing search results to a user that correspond to desired information within a data network, the search engine comprising:

a server computer coupled to the data network that receives a search request from the user, the search request including a search argument corresponding to the desired  
15 information;

the server computer retrieves user profile data for the user;

a database search engine coupled to the server computer that searches, based upon the search argument, the particular database to generate search results;

the server computer provides the search results to the user;

the server computer creates an enhanced presentation environment for the user  
20 based upon the user profile data; and

the server computer provides the search results to the user within the enhanced presentation environment.

104. (original) The search engine of claim 103, wherein the enhanced presentation includes aural enhancements.

5 105. (original) The search engine of claim 103, wherein the enhanced presentation includes textual enhancements.

106. (original) The search engine of claim 103, wherein the enhanced presentation includes anecdotal enhancements.

10 107. (original) An advertising machine coupled to a data network for providing advertisements to a user, the advertising machine comprising:

a server computer coupled to the data network that receives a search request from the user, the search request including a search argument corresponding to the desired  
15 information;

a database search engine coupled to the server computer that receives the search argument from the server computer and searches a first database to generate search results, the first database having data network related information and being contained on the server computer;

20 an associative search engine coupled to the server computer that correlates the received search argument to a particular advertisement in a second database having advertisement related information, the second database contained on a client computer;



the server computer providing the search results together with the particular advertisement to the user;

the server computer determining whether the advertisement was successful; and

the server computer altering criteria for subsequent correlations of received search arguments to the second database.

108. (original) The advertising machine of claim 107, wherein the associative search engine correlates the received search argument to the particular advertisement based on the received search argument and user profile data.

109. (original) An advertising machine for providing advertisements to a user searching for desired information within a data network, the advertising machine comprising:

a server computer coupled to the data network that receives a search request from the user, the search request including a search argument corresponding to the desired information;

a database search engine coupled to the server computer that receives the search argument from the server computer and searches a first database to generate search results, the first database having data network related information and being contained on the server computer;

an associative search engine coupled to the server computer that correlates the received search argument to a particular advertisement in a second database having advertisement related information, the second database contained on a client computer;

the server computer providing the search results together with the particular advertisement to the user;

the server computer determining that the advertisement was successful; and

the server computer tracking a toll due by an associated seller.

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110. (original) The advertising machine of claim 109, wherein the server computer provides a link to the associated seller.

111. (original) The advertising machine of claim 110, wherein the toll is tracked when the user implements the link to the associated seller.

112. (original) The advertising machine of claim 109, wherein the toll is tracked when the user makes a purchase.

113. (original) An advertising machine for providing advertisements to a user searching for desired information within a data network, the advertising machine comprising:

a server computer coupled to the data network that receives a search request from the user, the search request including a search argument corresponding to the desired information;

a database search engine coupled to the server computer that receives the search argument from the server computer and searches a first database to generate search results, the first database having data network related information and being contained on the server computer;

an associative search engine coupled to the server computer that correlates the received search argument to a particular advertisement in a second database having advertisement related information, the second database contained on a client computer;

the server computer providing the search results together with the particular advertisement to the user;

the server computer receiving feedback regarding whether the advertisement was successful; and

the associative search engine dynamically altering relational preferences for subsequent correlations of received search arguments to the second database.

#### REMARKS

In the Office Action, the Examiner rejected claims 1-113 under 35 U.S.C. 103(a) as being unpatentable over EP 0749081A1, Applicant Pointcast Inc. (hereinafter "the Pointcast reference" but referred to by the Examiner as "Blount"). The Applicants have cancelled claims 20-28 and 80-85 and respectfully traverse the prior art rejections made to the remaining pending claims.

Generally, the Pointcast reference discloses a system in which advertisements are displayed in conjunction with subject matter such as news articles. However, the Pointcast reference does not disclose the teachings of the prior invention relating to searching a data network based upon a search argument, correlating the search argument to a particular advertisement, displaying search results with the particular advertisement, and other teachings as claimed. The shortcomings of the Pointcast reference as well as the shortcomings of the other cited reference are discussed particularly below with reference to the language of the pending claims.

Claims 1-6, 9, and 11-19

Claims 1-6 are directed toward a method of providing advertisements to a user searching for desired information within a data network. In particular, claim 1 requires receiving, from the user, a search request including a search argument corresponding to the desired information, searching, based upon the received search argument, a first database having data network related information to generate search results, correlating the received search argument to a particular advertisement in a second database having advertisement related information, and providing the search results together with the particular advertisement to the user.

The Pointcast reference and the other reference fail to disclose each of these limitations of claim 1 and claim 1 is allowable over the cited references. In particular, the Pointcast reference and the other references fail to disclose the limitations of “receiving, from the user, a search request including a search argument corresponding to the desired information, searching, based upon the received search argument, a first database having data network related information to generate search results, correlating the received search argument to a particular advertisement in a second database having advertisement related information, and providing the search results together with the particular advertisement to the user.”

Claims 2-6 depend from claim 1 and are allowable for these reasons and the additional reasons introduced by the additional limitations of these claims, which are not taught, disclosed, or suggested by the cited references. While the Pointcast reference describes in general a system that provides advertising to a user along with advertisements, the Pointcast reference and the other reference fail to meet the limitations of claims 1-6.

Claim 9 is directed to a system for providing advertisements to a user searching for desired information within a data network. Claim 9 requires means for receiving, from the user a

search request including a search argument corresponding to the desired information, means for searching, based upon the received search argument, a first database having data network related information to generate search results, means for correlating the received search argument to a particular advertisement in a second database having advertisement related information, and  
5 means for providing the search results together with the particular advertisement to the user. The Pointcast reference and the other reference fail to disclose each of the limitations of claim 9 and claim 9 is allowable over the cited references.

Claim 11 is directed toward a method of providing advertisements to a user searching for desired information within a data network. Claim 11 requires receiving, at a server, a search  
10 request sent from a user, the search request including a search argument corresponding to the desired information, searching, by the server computer based upon the received search argument, a first database to generate search results, the first database having data network related information and being contained on the server computer, correlating the received search argument to a particular advertisement in a second database having advertisement related  
15 information, the second database contained on a client computer, and providing the search results together with the particular advertisement to the user. The Pointcast reference and the other reference fail to disclose each of these limitations of claim 11 and claim 11 is allowable over the cited references.

Claims 12-19 depend from claim 11 and are allowable for these reasons and the  
20 additional reasons introduced by the additional limitations of these claims, which are not taught, disclosed, or suggested by the cited references. While the Pointcast reference describes in general a system that provides advertising to a user along with search results, the Pointcast reference and the other reference fail to meet the limitations of claims 11-19.

#### Claims 7-8, 10

Claims 7-8 are directed toward a method of searching for desired information within a data network. In particular, claim 7 requires receiving, from a user, a search request including a search argument corresponding to the desired information, searching, based upon the received search argument and user profile data, a database of information to generate a search result, and providing the search results to the user. The Pointcast reference and the other reference fail to disclose each of these limitations of claim 7 and claim 7 is allowable over the cited references.

Claim 8 depends from claim 7 and is allowable for these reasons and the additional reasons introduced by the additional limitations of this claim, which are not taught, disclosed, or suggested by the cited references.

Claim 10 is directed to a system for searching for desired information within a data network. Claim 10 requires means for receiving, from a user, a search request including a search argument corresponding to the desired information, means for searching, based upon the received search argument and user profile data, a database of information to generate a search result, and means for providing the search results to the user. The Pointcast reference and the other reference fail to disclose each of these limitations of claim 10 and claim 10 is allowable over the cited references.

#### Claims 29-35

Claim 29 is directed to a method for providing search results to a user that correspond to desired information within a data network. Claim 29 requires receiving, from the user, a search request that includes a search argument corresponding to the desired information, searching, based upon the received search argument, a database having data network related information to generate search results, retrieving user profile data for the user, re-prioritizing the search results

based upon the user profile data to produce re-prioritized search results, and providing the re-prioritized search results to the user. The Pointcast reference and the other cited reference fail to disclose each of these limitations of claim 29 and claim 29 is allowable over the cited references.

5 Claims 30-35 depend from claim 29 and are allowable for these reasons and the additional reasons introduced by the additional limitations of these claims, which are not taught, disclosed, or suggested by the cited references.

#### Claims 36-40

10 Claim 36 is directed to a method for providing search results to a user that correspond to desired information within a data network. Claim 36 requires receiving, from the user, a search request that includes a search argument corresponding to the desired information, retrieving user profile data for the user, creating a modified search argument based upon the user profile data and the search argument, searching, based upon the modified search argument, a database having data network related information to generate search results, and providing the search results to the user. The Pointcast reference and the other reference fail to disclose each of these limitations  
15 of claim 36 and claim 36 is allowable over the cited references.

Claims 37-40 depend from claim 36 and are allowable for these reasons and the additional reasons introduced by the additional limitations of these claims, which are not taught, disclosed, or suggested by the cited references.

#### Claims 41-45

20 Claim 41 is directed to a method for providing search results to a user that correspond to desired information within a data network. Claim 41 requires receiving, from the user, a search request that includes a search argument corresponding to the desired information, retrieving user profile data for the user, determining a particular database to search based upon the user profile data, the

particular database having network related information relating to the user profile data, searching, based upon the search argument, the particular database to generate search results, and providing the search results to the user. The Pointcast reference and the other reference fail to disclose each of these limitations of claim 41 and claim 41 is allowable over the cited references.

5           Claims 42-45 depend from claim 41 and are allowable for these reasons and the additional reasons introduced by the additional limitations of these claims, which are not taught, disclosed, or suggested by the cited references.

Claims 46-48

10           Claim 46 is directed to a method for presenting advertisements to a user accessing a data network via an end user device. Claim 46 requires transmitting a plurality of advertisements to the user via the end user device, for each of the plurality of advertisements presented to the user via the user device, recording an environment within which the advertisement was presented, for each of the plurality of advertisements transmitted to the user via the user device, determining whether the advertisement was successful, and altering the environment of subsequent  
15       advertisements transmitted to the user via the user device based upon the environment of prior successful advertisements. The Pointcast reference and the other reference fail to disclose each of these limitations of claim 46 and claim 46 is allowable over the cited references.

20           Claims 47-48 depend from claim 46 and are allowable for these reasons and the additional reasons introduced by the additional limitations of these claims, which are not taught, disclosed, or suggested by the cited references.

Claims 49-52



Claim 49 is directed to method for presenting advertisements to a user accessing a data network via an end user device. Claim 49 requires receiving a plurality of advertisements at the end user device;

presenting the plurality of advertisements to the user at the end user device, each  
5 of the plurality of advertisements presented in a particular respective environment, for each of the plurality of advertisements presented to the user at the user device, recording the environment within which the advertisement was presented, for each of the plurality of advertisements presented to the user at the user device, determining whether the advertisement was successful, altering the environment of a subsequent advertisement received at the end use  
10 device based upon the environment of prior successful advertisements, and presenting the subsequent advertisement to the user with an altered environment. The Pointcast reference and the other reference fail to disclose each of these limitations of claim 49 and claim 49 is allowable over the cited references.

Claims 50-52 depend from claim 49 and are allowable for these reasons and the  
15 additional reasons introduced by the additional limitations of these claims, which are not taught, disclosed, or suggested by the cited references.

#### Claims 53-57

Claim 53 is directed to a method for providing search results to a user that correspond to desired information within a data network. Claim 53 requires receiving, from the user, a search  
20 request that includes a search argument corresponding to the desired information, retrieving user profile data for the user, searching, based upon the search argument, a database having data network related information to generate search results, creating an enhanced presentation environment for the user based upon the user profile data, and providing the search results to the

user within the enhanced presentation environment. The Pointcast reference and the other reference fail to disclose each of these limitations of claim 53 and claim 53 is allowable over the cited references.

Claims 54-57 depend from claim 53 and are allowable for these reasons and the  
5 additional reasons introduced by the additional limitations of these claims, which are not taught, disclosed, or suggested by the cited references.

#### Claims 58-63

Claim 58 is directed to a method for providing advertisements to a user searching for desired information within a data network. Claim 58 requires receiving, from the user, a search request  
10 including a search argument corresponding to the desired information, searching, based upon the received search argument, a first database having data network related information to generate search results, correlating the received search argument to a particular advertisement in a second database having advertisement related information, providing the search results together with the particular advertisement to the user, determining whether the advertisement was successful, and  
15 altering criteria for subsequent correlations of received search arguments to the second database. The Pointcast reference and the other reference fail to disclose each of these limitations of claim 58 and claim 58 is allowable over the cited references.

Claims 59-63 depend from claim 58 and are allowable for these reasons and the additional reasons introduced by the additional limitations of these claims, which are not taught,  
20 disclosed, or suggested by the cited references.

#### Claims 64-68

Claim 64 is directed to a method for providing advertisements to a user searching for desired information within a data network. Claim 64 requires receiving, from the user, a search request

including a search argument corresponding to the desired information, searching, based upon the received search argument, a first database having data network related information to generate search results, correlating the received search argument to a particular advertisement in a second database having advertisement related information, providing the search results together with the particular advertisement to the user, determining that the advertisement was successful, and tracking a toll due by an associated seller. The Pointcast reference and the other reference fail to disclose each of these limitations of claim 64 and claim 64 is allowable over the cited references.

Claims 65-68 depend from claim 64 and are allowable for these reasons and the additional reasons introduced by the additional limitations of these claims, which are not taught, disclosed, or suggested by the cited references.

#### Claims 69-74

Claim 69 is directed to a method for providing advertisements to a user searching for desired information within a data network. Claim 69 requires receiving, from the user, a search request including a search argument corresponding to the desired information, searching, based upon the received search argument, a first database having data network related information to generate search results, correlating the received search argument to a particular advertisement in a second database having advertisement related information, providing the search results together with the particular advertisement to the user, receiving feedback regarding whether the advertisement was successful, and dynamically altering relational preferences for subsequent correlations of received search arguments to the second database. The Pointcast reference and the other reference fail to disclose each of these limitations of claim 69 and claim 69 is allowable over the cited references.

Claims 70-74 depend from claim 69 and are allowable for these reasons and the

additional reasons introduced by the additional limitations of these claims, which are not taught, disclosed, or suggested by the cited references.

#### Claims 75-79

5 Claim 75 is directed to an advertising machine for providing advertisements to a user searching for desired information within a data network. Claim 75 requires a server computer coupled to the data network that receives a search request from the user, the search request including a search argument corresponding to the desired information, a database search engine coupled to the server computer that receives the search argument from the server computer and searches a first database to generate search results, the first database having data network related  
10 information and being contained on the server computer, an associative search engine coupled to the server computer that correlates the received search argument to a particular advertisement in a second database having advertisement related information, the second database contained on a client computer, and the server computer providing the search results together with the particular advertisement to the user. The Pointcast reference and the other reference fail to disclose each of  
15 these limitations of claim 75 and claim 75 is allowable over the cited references.

Claims 76-79 depend from claim 75 and are allowable for these reasons and the additional reasons introduced by the additional limitations of these claims, which are not taught, disclosed, or suggested by the cited references.

#### Claims 86-90

20 Claim 86 is directed to a search engine for providing search results to a user that correspond to desired information within a data network. Claim 86 requires a server computer coupled to the data network that receives, from the user, a search request that includes a search argument corresponding to the desired information, a database search engine coupled to the server

computer that searches, based upon the received search argument, a contextual database having data network related information to generate search results, the server computer retrieves user profile data for the user, the server computer re-prioritizes the search results based upon the user profile data to produce re-prioritized search results, and the server computer provides the re-prioritized search results to the user. The Pointcast reference and the other reference fail to disclose each of these limitations of claim 86 and claim 86 is allowable over the cited references.

Claims 87-90 depend from claim 86 and are allowable for these reasons and the additional reasons introduced by the additional limitations of these claims, which are not taught, disclosed, or suggested by the cited references.

#### Claims 91-93

Claim 91 is directed to a search engine for providing search results to a user that correspond to desired information within a data network. Claim 91 requires a server computer coupled to the data network that receives, from the user, a search request that includes a search argument corresponding to the desired information, the server computer retrieves user profile data for the user, the server computer creates a modified search argument based upon the user profile data and the search argument, a database search engine coupled to the server computer that searches, based upon the modified search argument, a database having data network related information to generate search results, and the server provides the search results to the user. The Pointcast reference and the other reference fail to disclose each of these limitations of claim 91 and claim 91 is allowable over the cited references.

Claims 92-93 depend from claim 91 and are allowable for these reasons and the additional reasons introduced by the additional limitations of these claims, which are not taught, disclosed, or suggested by the cited references.

#### Claims 94-96

Claim 94 is directed to a search engine for providing search results to a user that correspond to desired information within a data network. Claim 94 requires a server computer coupled to the data network that receives a search request from the user, the search request  
5 including a search argument corresponding to the desired information, the server computer retrieves user profile data for the user, an associative search engine coupled to the server computer that determines a particular database to search based upon the user profile data, the particular database having network related information relating to the user profile data, a database search engine coupled to the server computer that searches, based upon the search  
10 argument, the particular database to generate search results, and the server computer provides the search results to the user. The Pointcast reference and the other reference fail to disclose each of these limitations of claim 94 and claim 94 is allowable over the cited references.

Claims 95-96 depend from claim 94 and are allowable for these reasons and the additional reasons introduced by the additional limitations of these claims, which are not taught,  
15 disclosed, or suggested by the cited references.

#### Claims 97-98

Claim 97 is directed to an advertising machine coupled to a data network for providing advertisements to a user. Claim 97 requires a server computer coupled to the data network that transmits a plurality of advertisements to the user via the data network and an end user device,  
20 the server computer, for each of the plurality of advertisements presented to the user via the user device, records an environment within which the advertisement was presented, the server computer, for each of the plurality of advertisements transmitted to the user via the user device, determines whether the advertisement was successful, and the server computer altering the

environment of subsequent advertisements transmitted to the user via the data network and the user device based upon the environment of prior successful advertisements. The Pointcast reference and the other reference fail to disclose each of these limitations of claim 97 and claim 97 is allowable over the cited references.

- 5           Claim 98 depends from claim 97 and is allowable for these reasons and the additional reasons introduced by the additional limitations of these claims, which are not taught, disclosed, or suggested by the cited references.

Claims 99-102

- 10           Claim 99 is directed to an end user device that couples to a data network and that presents advertisements to a user. Claim 99 requires a data network interface that couples to the data network and receives a plurality of advertisements at the end user device, a processor that couples to the data network interface, a display coupled to the processor and the data network interface upon which the plurality of advertisements are presented to the user, each of the plurality of advertisements presented in a particular respective environment, the processor, after  
15   each of the plurality of advertisements presented to the user at the user device, recording the environment within which the advertisement was presented, the processor, for each of the plurality of advertisements presented to the user at the user device, determining whether the advertisement was successful, the processor altering the environment of a subsequent advertisement based upon the environment of prior successful advertisements, and the display  
20   presenting the subsequent advertisement to the user with an altered environment. The Pointcast reference and the other reference fail to disclose each of these limitations of claim 99 and claim 99 is allowable over the cited references.

Claims 100-102 depend from claim 99 and are allowable for these reasons and the additional reasons introduced by the additional limitations of these claims, which are not taught, disclosed, or suggested by the cited references.

Claims 103-106

5           Claim 103 is directed to a search engine for providing search results to a user that correspond to desired information within a data network. Claim 103 requires a server computer coupled to the data network that receives a search request from the user, the search request including a search argument corresponding to the desired information, the server computer retrieves user profile data for the user, a database search engine coupled to the server computer  
10   that searches, based upon the search argument, the particular database to generate search results, the server computer provides the search results to the user, the server computer creates an enhanced presentation environment for the user based upon the user profile data, and the server computer provides the search results to the user within the enhanced presentation environment. The Pointcast reference and the other reference fail to disclose each of these limitations of claim  
15   103 and claim 103 is allowable over the cited references.

Claims 104-106 depend from claim 103 and are allowable for these reasons and the additional reasons introduced by the additional limitations of these claims, which are not taught, disclosed, or suggested by the cited references.

Claims 107-108

20   Claim 107 is directed to an advertising machine coupled to a data network for providing advertisements to a user. Claim 107 requires a server computer coupled to the data network that receives a search request from the user, the search request including a search argument corresponding to the desired information, a database search engine coupled to the server



computer that receives the search argument from the server computer and searches a first database to generate search results, the first database having data network related information and being contained on the server computer, an associative search engine coupled to the server computer that correlates the received search argument to a particular advertisement in a second  
5 database having advertisement related information, the second database contained on a client computer, the server computer providing the search results together with the particular advertisement to the user, the server computer determining whether the advertisement was successful, and the server computer altering criteria for subsequent correlations of received search arguments to the second database. The Pointcast reference and the other reference fail to  
10 disclose each of these limitations of claim 107 and claim 107 is allowable over the cited references.

Claim 108 depends from claim 107 and is allowable for these reasons and the additional reasons introduced by the additional limitations of the claim, which are not taught, disclosed, or suggested by the cited references.

15       Claims 109-112

Claim 109 is directed to an advertising machine for providing advertisements to a user searching for desired information within a data network. Claim 109 requires a server computer coupled to the data network that receives a search request from the user, the search request including a search argument corresponding to the desired information, a database search engine coupled to  
20 the server computer that receives the search argument from the server computer and searches a first database to generate search results, the first database having data network related information and being contained on the server computer, an associative search engine coupled to the server computer that correlates the received search argument to a particular advertisement in

a second database having advertisement related information, the second database contained on a client computer, the server computer providing the search results together with the particular advertisement to the user, the server computer determining that the advertisement was successful, and the server computer tracking a toll due by an associated seller. The Pointcast  
5 reference and the other reference fail to disclose each of these limitations of claim 109 and claim 109 is allowable over the cited references.

Claims 110-112 depend from claim 109 and are allowable for these reasons and the additional reasons introduced by the additional limitations of these claims, which are not taught, disclosed, or suggested by the cited references.

10        Claim 113

Claim 113 is directed to an advertising machine for providing advertisements to a user searching for desired information within a data network. Claim 113 requires a server computer coupled to the data network that receives a search request from the user, the search request including a search argument corresponding to the desired information, a database search engine  
15 coupled to the server computer that receives the search argument from the server computer and searches a first database to generate search results, the first database having data network related information and being contained on the server computer, an associative search engine coupled to the server computer that correlates the received search argument to a particular advertisement in a second database having advertisement related information, the second database contained on a  
20 client computer, the server computer providing the search results together with the particular advertisement to the user, the server computer receiving feedback regarding whether the advertisement was successful, and the associative search engine dynamically altering relational preferences for subsequent correlations of received search arguments to the second database.

The Pointcast reference and the other reference fail to disclose each of these limitations of claim 113 and claim 113 is allowable over the cited references.

Thus, pending claims 1-19, 29-79, and 86-113 are now allowable. A Notice of Allowance is courteously solicited. Please direct any questions to the undersigned attorney.

Respectfully submitted,

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